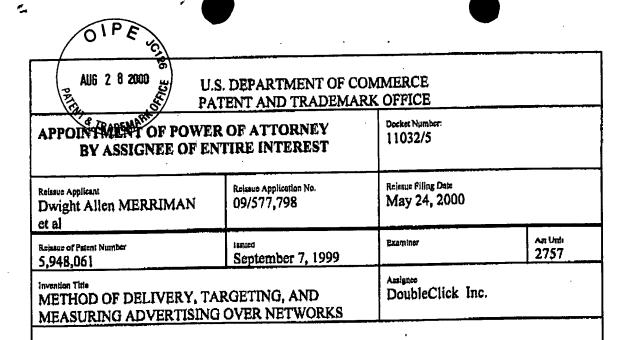
17:02



DoubleClick Inc., as assignee of the entire right, title, and interest in the application for patent entitled METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS, Reissue Serial No. 09/577,798, filed May 24, 2000, does hereby appoint

James E. Rosini (Reg. No. 30,101)
Gerard A. Messina (Reg. No. 35,952)
Brian S. Mudge (Reg. No. 40,738)
Benjamin Hershkowitz (Reg. No. 41,833)
Gary S. Morris (Reg. No. 40,735)

as its attorneys/agents with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Please address all communications regarding this application to:

Gerard A. Messina, Esq. KENYON & KENYON One Broadway New York, New York 10004 17:02

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DOUBLECLICK INC. 450 West 33rd Street New York, NY 10001

Dated: Aug. 17, 2000

By: ETMT: Warf Name: Elizabeth WANG-Title: VP & General Counsel